



Southeast (HHS Region 4)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Workforce Development Series 2024
**Communications Strategies and
Essentials for the Prevention Workforce
Part 1**

January 18, 2024

Presented by

Stephanie Strutner

Catalyst Evaluation Group





Southeast (HHS Region 4)

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Disclaimer

- This training is 100% supported SAMHSA of the U.S. Department of Health and Human Services (HHS).
- The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by SAMHSA/HHS, or the U.S. Government.

The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

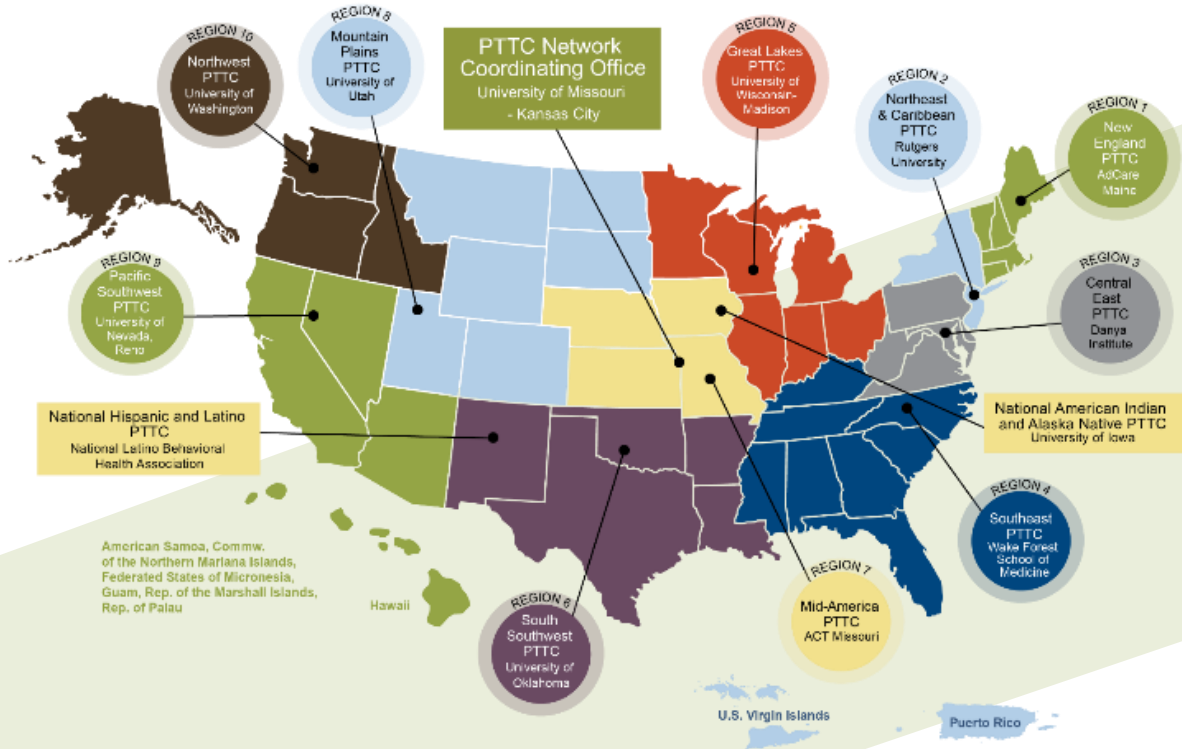
PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.



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PTTC Network



Co-Directors
 Kimberly Wagoner, DrPH, MPH
 and Mark Wolfson, PhD



Wake Forest University
School of Medicine

Housekeeping

**Webinar
Recording**
available in 2-3
days on our
You Tube

After the webinar:

Complete the
Evaluation Form



to gain access to

A download of the
**Certificate of
Attendance**



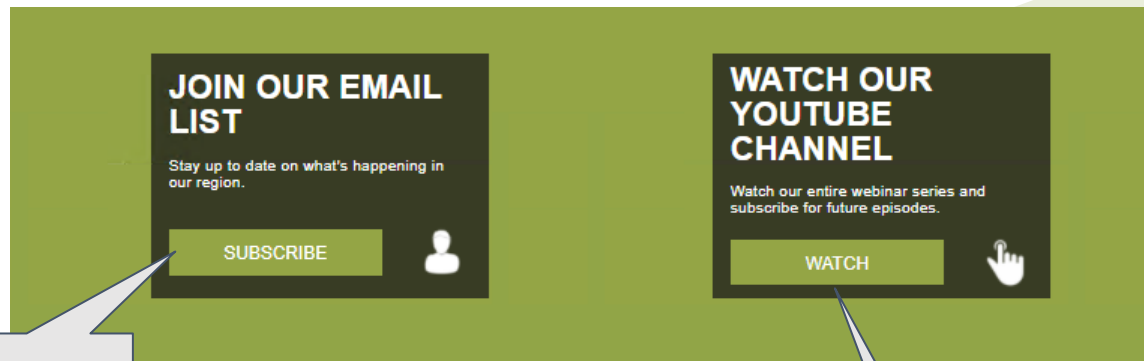
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**Bottom of our main
webpage**

pttcnetwork.org/southeast



Sign up for our newsletter here!



TONS of great trainings to share/watch with your coalition members

Plan to attend the following:

Communication Strategies and Essentials for Prevention, **Part 2**

January 23

Advancing Health Equity Through the SPF, with Region 3 and SPTAC
Lunch & Learn, 1 hour/day

Feb 5-9

January 24

Promoting Prevention by Understanding the Who, What, and Why of **Psychostimulant (Cocaine, Meth) Use**



[Pttcnetwork.org/southeast](https://pttcnetwork.org/southeast)



PREVENTION CORE COMPETENCIES



SAMHSA
Substance Abuse and Mental Health
Services Administration

MAY 2021

SAMHSA
Substance Abuse and Mental Health
Services Administration



SAMHSA released the Prevention Core
Competencies

<https://store.samhsa.gov/product/prevention-core-competencies/pep20-03-08-001>

SAMHSA
Substance Abuse and Mental Health
Services Administration



Network Coordinating Office

PTTC

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Applied Prevention Science International

Today's Presenter

Stephanie Strutner, MPH
Catalyst Evaluation Group



Prevention Technology
Funded by Substance Abuse a

Communications Strategies and Essentials for the Prevention Workforce

Southeast PTTC Workforce Development Series

STEPHANIE STRUTNER, MPH, CPSII



Prevention Specialist Job Analysis

PERFORMANCE DOMAINS

1. Planning and Evaluation
2. Prevention Education and Service Delivery
3. **Communication**
4. Community Organization
5. Public Policy and Environmental Change
6. Professional Growth and Responsibility

Domain 3

COMMUNICATIONS-ASSOCIATED TASKS

1. Promote programs, services, activities, and maintain good public relations.
2. Participate in public awareness campaigns and projects relating to health promotion across the continuum of care.
3. Identify marketing techniques for prevention programs.
4. Apply principles of effective listening.
5. Apply principles of public speaking.
6. Employ effective facilitation skills.
7. Communicate effectively with various audiences.
8. Demonstrate interpersonal communication competency.



Source: IC&RC www.internationalcredentialing.org

Session 1

Workforce Development Series-Communications



Communications Strategies and Essentials for the Prevention Workforce

OBJECTIVES

1. Identify the importance of communication for community coalitions
2. Recognize techniques to enhance promotion of strategies through communication
3. Identify marketing techniques effective for community coalitions

IDENTIFY THE IMPORTANCE OF COMMUNICATION FOR COMMUNITY COALITIONS

Objective 1

Communications

DEFINED

The action of conveying information, and/or the exchange of ideas, feelings, intentions, attitudes, expectations, perceptions or commands, through speech, gestures, writings, behavior between two or more participants (machines, organisms or their parts).

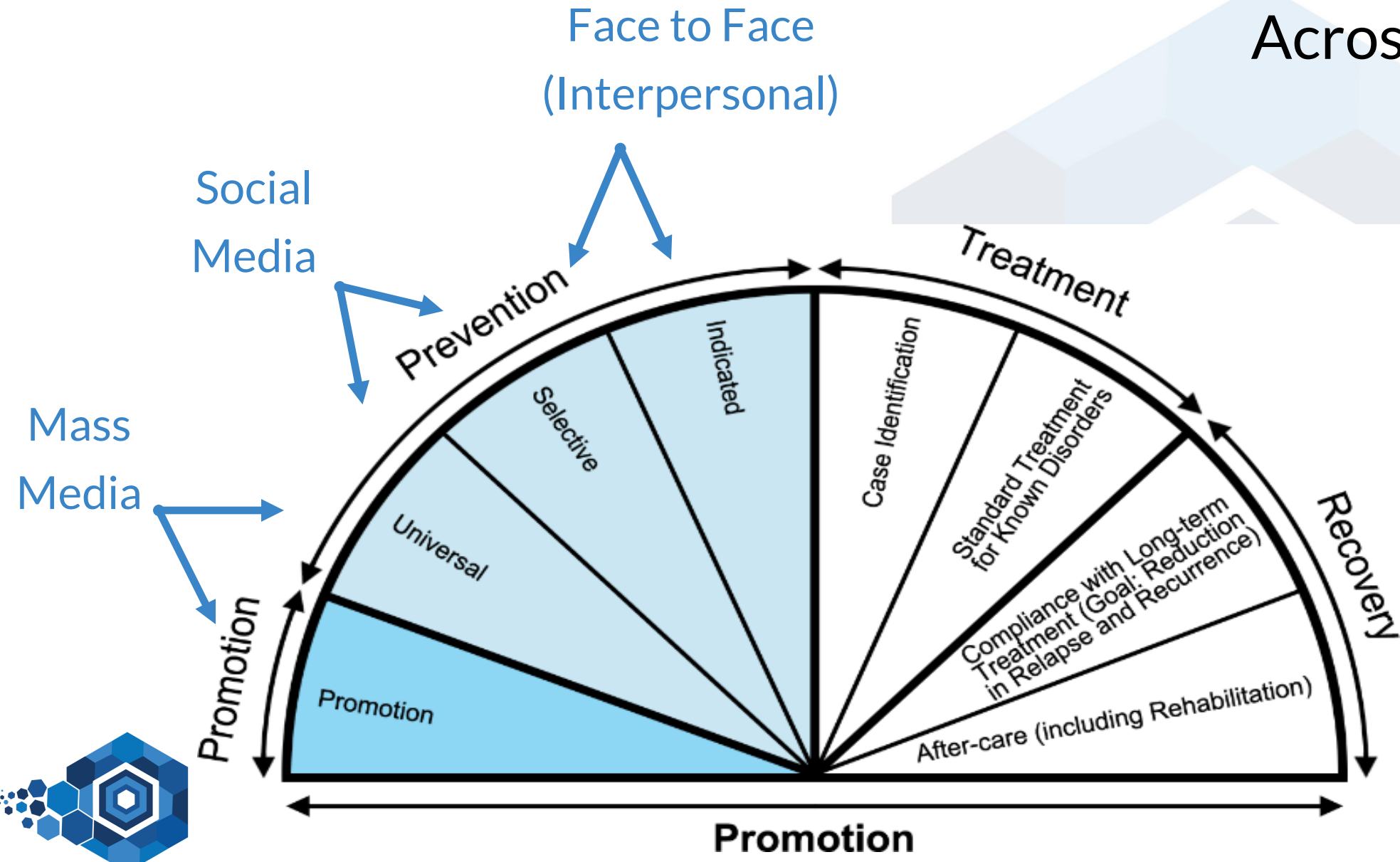
Prevention Communication

GOALS

- Promote programs, services, activities, and maintain good public relations.
- Participate in public awareness campaigns and projects relating to health promotion across the continuum of care.
- Identify marketing techniques for prevention programs.

Source: IC&RC www.internationalcredentialing.org

Types of Communication Across the CoC



Importance of Communication

IN COMMUNITIES

- Allows people to express thoughts, feelings, and needs
- Facilitates understanding and empathy
- Essential for sharing information and resources within the community
 - News
 - Events
 - Opportunities
 - Practical knowledge
 - Skills

Communication Across Strategies



Communication Across Strategies

EXAMPLE

1. Provide Information: actual information
2. Build Skills: when/where the event will be; how to register
3. Provide Support: services available to partner
4. Change Access: new penalty for non-compliance
5. Change Consequences: new consequences
6. Physical Design: how partner can change practices to be compliant
7. Modify Policy: grassroots advocacy; grasstops advocacy

Chatbox Activity

WORDCLOUD

What avenues do you use to communicate with different sectors in your community about coalition strategies?

RECOGNIZE TECHNIQUES TO ENHANCE PROMOTION OF STRATEGIES THROUGH COMMUNICATION

Objective 2

Determining the Best Type of Communication

DEFINE YOUR AVATAR

Dictionary

Definitions from [Oxford Languages](#) · [Learn more](#)



av·a·tar

/ˈavəˌtär, avəˈtär/

noun

1. **HINDUISM**

a manifestation of a deity or released soul in bodily form on earth; an incarnate divine teacher.

2. an icon or figure representing a particular person in video games, internet forums, etc.
"conversation is depicted in a balloon over the avatar's head"



CATALYST
EVALUATION GROUP, LLC

Your Avatar...

YOUR PERFECT CUSTOMER

Represents a single person

Embodies your perfect customer

The person for whom you are creating your business/mission

Step 1

DEFINE YOUR AVATAR(S)

“My avatar is 17. Her name is Trinity and she is a student at Seymour High School. She’s a naturally-gifted athlete who puts performance over pain. She struggles as a people-pleaser and could use some support defining boundaries.”



Step 2

FIND YOUR AVATAR

Where does your avatar spend their days? Nights? Weekends?
What does your avatar do in their free time?
Where does your avatar shop?

Step 3

CREATE CONTENT TO REACH YOUR AVATAR

What are your avatar's interests?

What does your avatar wear?

What shows does your avatar watch?

Step 4

GET FEEDBACK FROM YOUR AVATAR

What did your avatar think of your communication?

Did they feel like it was customized for them?

Did they use it/wear it/read it/listen to it?

Did your avatar change their behavior or thoughts as a result of your communication?

Activity

DEFINE YOUR AVATAR

Think of a recent or upcoming coalition activity you need to connect with an audience about:

1. What is the purpose of your communication?
2. Who needs to know about it?
3. Where will you find this person?
4. How best will you reach them?
5. How will you get feedback from them?



Use Social Math

27% SEYMOUR HIGH SCHOOL STUDENTS ENGAGED IN UNDERAGE DRINKING LAST MONTH

Enough Seymour High School students drank alcohol last month to fill a school bus 1 ½ times



IDENTIFY MARKETING TECHNIQUES EFFECTIVE FOR COMMUNITY COALITIONS

Objective 3

Marketing

DEFINED

- Driving profitable customer action



Marketing

WHERE TO START

- Research your audience
- Craft a marketing strategy
- Position the product
- Craft message to promote product

Marketing

TIE BACK TO YOUR AVATAR

- Determine the right channel to reach them
- Determine the right message to compel them
- Establish the action steps they need to take to do what you want them to do
- Map the strategy and channel to deliver your message
- Measure your results

Marketing

4 P's

- Product
- Price
- Promotion
- Place



Marketing

COALITION EXAMPLE

- Product: *healthy community where there is no underage drinking*
- Price: (COST: \$2,500 fine for non-compliance; loss of alcohol permit on third offense=loss of revenue) *remove alcohol signage from your storefront and maintain compliance with UAD laws*
- Promotion: *memo from the District Attorney, Chamber of Commerce, and local Licensing Board*
- Place: *direct personalized mailing; visit from District Attorney or Chamber Ambassador*

But wait...that's not all!

BRANDING

- Ongoing effort
- Shapes audiences' perceptions
- Process
- Strategy
- Gives meaning
- Establishes presence to attract and retain loyal members

Characteristics of Strong Brands

YOUR BRAND SHOULD BE:

- Authentic
- Distinctive
- Relevant
- Consistent
- Bold



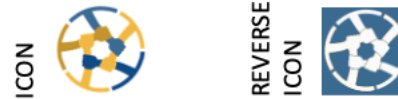
Managing Your Brand

BEST PRACTICES

- Marketing leadership
 - Brand experts on the team
 - Social media leader
 - Execute brand strategy
- Brand guidelines
 - Style guide
 - Training for employees and volunteers

Style Guide

PREVENTION ALLIANCE OF TENNESSEE STYLE GUIDE



FONTS

Lato Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890
Heading
 Body

Brandon Grotesque
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890
Heading
 Body

COLORS



C59 M26 Y0 K43
 R59 G106 B154
 #3B6A91



C0 M23 Y71 K6
 R238 G183 B67
 #EEB743



C1 M1 Y0 K74
 R64 G64 B65
 #404041



C2 M1 Y0 K56
 R109 G110 B112
 #6D6E70



C0 M24 Y75 K24
 R193 G145 B45
 #C1912D



C85 M43 Y0 K48
 R19 G74 B132
 #134A84



Activity

EVALUATING YOUR BRAND

Look at your coalition's logo, social media sites, or prepared documents

1. What do the logo and materials say about your brand?
2. What about the brand stands out to you?
3. Are all materials branded?
4. Is the brand consistent?
5. What are the primary channels you use to market your brand?

Marketing Across Strategies



Marketing Across Strategies

COALITION EXAMPLE

Short-term Objective: Reduce prevalence of marinas selling dockside alcohol singles to minors

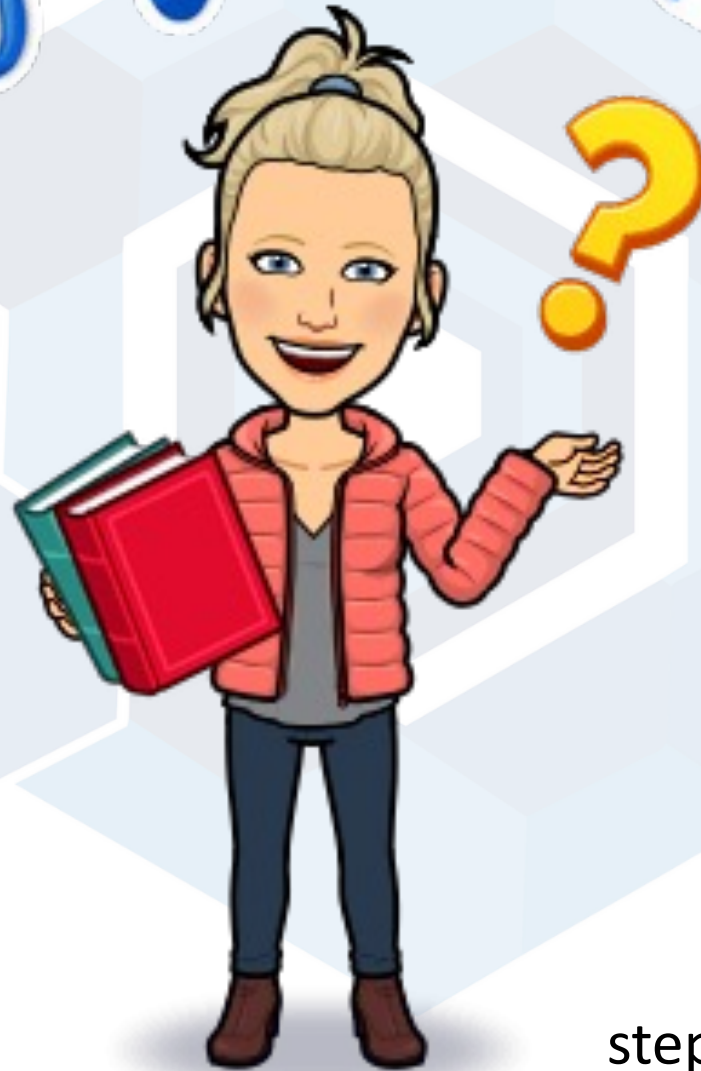
<i>Strategy</i>	<i>Activity</i>	<i>Person Responsible</i>	<i>Deadline</i>	<i>Marketing Strategy</i>
Build Skills	Provide RAS training to employees	UAD Task Force, Stacey, Marshall	7/30/24	Direct mailing to store managers, 1-on-1 with DA
Provide Support	Supply marinas with age-verification coders and calendars	Michael, Thomas, Kim	5/30/24	Social media contest with prizes for people who spot calendars at marinas, delivery to marinas

Communications Strategies and Essentials for the Prevention Workforce

OBJECTIVES

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3. Identify marketing techniques effective for community coalitions

Any Questions??



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stephaniestrutner



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The purpose of the Prevention Technology Transfer Center (PTTC) Network is to improve implementation and delivery of effective substance abuse prevention interventions, and provide training and technical assistance services to the substance abuse prevention field.

Address for the listserv is

<https://lp.constantcontactpages.com/su/OaIT5aj/SignUp>



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